

CTTC MEMORANDUM

TO: California Travel and Tourism Commission
Secretary of State
Travel Industry Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Executive Director

DATE: Friday, October 13, 2006

RE: PUBLIC NOTICE OF THE CTTC MARKETING ADVISORY COMMITTEE MEETING

A meeting of the California Travel and Tourism Commission Marketing Advisory Committee is scheduled to take place on Tuesday, October 24, 2006 from 11:30 a.m. to 4:00 p.m.

The meeting details are as follows:

Meeting:	<u>Marketing Advisory Committee Meeting</u>
Date:	Tuesday, October 24, 2006
Time:	11:30 a.m. – 4:00 p.m.
Meeting Location:	Ritz Carlton, Marina del Rey 4375 Admiralty Way Marina del Rey, CA 90292 Room: Salon 1

The agenda is attached for your reference.

Please R.S.V.P. (if you haven't already) to Matthew Sabbatini at 916-319-5420 or msabbatini@CTTC1.com, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

CTTC Marketing Advisory Committee Meeting

Tuesday, October 24, 2006
11:30 a.m. – 4:00 p.m.

Ritz Carlton, Marina del Rey
4375 Admiralty Way
Marina del Rey, CA 90292
Room: Salon I

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and June 27, 2006 Marketing Advisory Committee Meeting Minutes/Welcoming Remarks
- II. Executive Director Update
 - A. Funding Update
 - B. Mexico Trade Mission Update
- III. Budget - FY 06-07 Proposed Marketing Plan (\$25 Million) – Budget Consideration and Approval
- IV. Advertising/Co-op Update – Consideration of New Proposals
 - A. California Snow Campaign Update
 - B. Spring/Summer Advertising Campaign Update
 - C. Update and Approval of the FY 06-07 Advertising Plan
 - D. Update on Co-op Advertising
- V. Web site/Publications/Fulfillment Update
- VI. Travel Trade Update
 - A. International Advisory Group Update
 - B. International Show/Program Update
 - C. International Offices Update
- VII. Communications/Media Relations Update
 - A. Media Events (San Francisco/New York)
 - B. International Offices Update
 - C. Program Update
- VIII. Research Update
- IX. Welcome Center Status/Update
- X. Other Business/Public Comment
- XI. Adjournment